

CLAIM AMENDMENTS:

Please cancel claims 1-16 and amend claim 17 as follows:

1. (canceled)
2. (canceled)
3. (canceled)
4. (canceled)
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10. (canceled)
11. (canceled)
12. (canceled)
13. (canceled)
14. (canceled)
15. (canceled)
16. (canceled)
17. (currently amended) A method of labeling or relabeling an object

comprising:

- a) providing a laminated support structure for pressure-sensitive adhesive-backed labels, said support structure comprising a thermoplastic resin film comprising a

[polytetrafluoroethylene] fluoropolymer resin having (A) a label-receiving side and (B) an adhesive side, said label-receiving side consisting of a controlled-release surface without making use of a coated release substance and adapted to support a removable label attachable thereto by means comprising attraction forces between the resin film and said label substrate having a release coated face and an adhesive coated face, and a liner covering said adhesive coating; b) removing said liner from said adhesive coated face; c) substantially permanently attaching the support structure to the object by adhering said laminated support structure to said object using said adhesive coated face; and d) placing a pressure-sensitive adhesive coated label on said label-receiving side consisting of said controlled-release surface without making use of a coated release substance of said support structure.

18. (original) A method as defined in claim 17, including the step comprising: e) removing said label from the support structure while leaving the support structure adhered to the object.

19. (original) A process as defined in claim 18, including the step comprising f) replacing said label with another adhesive coated label having different indicia printed thereon by adhering the adhesive coating of said another label to the said label-receiving side consisting of said controlled-release surface without making use of a coated release substance of said support structure.

20. (original) The process of claim 17 wherein the object is a product container.